

Interview Summary	Application No.	Applicant(s)
	10/674,904	KOST ET AL.
	Examiner DANIEL LASTRA	Art Unit 3622

All participants (applicant, applicant's representative, PTO personnel):

(1) DANIEL LASTRA.

(3) JAMES MYHRE.

(2) PETER CHU.

(4) CECIL KOST.

Date of Interview: 16 July 2007.

Type: a) Telephonic b) Video Conference
c) Personal [copy given to: 1) applicant 2) applicant's representative]

Exhibit shown or demonstration conducted: d) Yes e) No.
If Yes, brief description: _____.

Claim(s) discussed: _____.

Identification of prior art discussed: NPL.

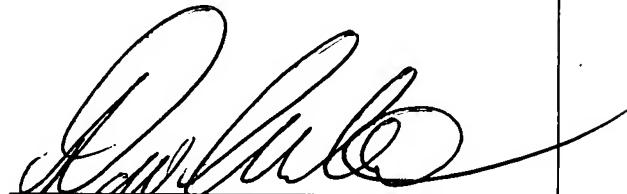
Agreement with respect to the claims f) was reached. g) was not reached. h) N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: The Applicant presented to the Examiner a proposed amendment based upon a set of brand rules, which customize the drug samples presented to a physician based upon said physician identification and also based upon the visited webportal (i.e. website) identifier. The Examiner answers that said proposed amendment seems to have overcome the prior art and would require further search and/or reconsideration.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.



Examiner's signature, if required